



OFFICIAL SWEEPSTAKES RULES For Project One bike and Factory Pick Up Experience

“TREK CENTURY CHALLENGE ON STRAVA”

NO PURCHASE NECESSARY TO ENTER OR WIN. OPEN TO U.S. RESIDENTS, EXCEPT FOR RESIDENTS OF PUERTO RICO. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

Entry.

NO PURCHASE NECESSARY TO ENTER OR WIN. Entry to the “TREK CENTURY CHALLENGE ON STRAVA” Trek Bicycle sweepstakes begins on Monday, July 1, 2019 at 12am and concludes Wednesday, July 31, 2019 at 11:59pm in the rider’s time zone (the “Entry Period”). The sweepstakes is sponsored by Trek Bicycle Corporation, 801 W. Madison St, Waterloo, WI 53594 (the “Sponsor”).

To enter the Project One Trek bike and Factory Pick Up sweepstakes, you must join the Trek Century Challenge on Strava, you must ride and track a minimum of 500 accumulative miles on Strava during the Entry Period, and you must complete an entry form that will be emailed from Strava upon completion of 100 miles. Anyone who rides the minimum distance of 500 miles during the entry period and tracks it on Strava, and completes the form and submits a completed form before 11:59pm on August 11, 2019 is eligible to win.

There is a limit of one (1) entry per person during the Entry Period. Any participant who attempts to submit multiple entries will be disqualified. Unlawful or incomplete entries will also be disqualified.

Eligibility Requirements.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW. This sweepstakes is open only to persons age 18 and older who are legal U.S. residents, except for those located in Puerto Rico. Employees of Sponsor, its affiliates, subsidiaries, employees, agents or other representatives of any kind and their immediate family members are not eligible to enter to win the Project One bike or Project One Factory Experience.

Prizes; Odds of Winning. One winner will be randomly selected across all entries. The odds of winning depend on the number of entries. The prize includes the following: One (1) Project One bicycle valued up to \$8,000, together with a Project One Factory Pick Up experience to include 1 round-trip airline ticket to Madison, WI, a 1-night stay at the Mansion Hill Inn, and a factory tour at Trek Bicycle.

Redemption of Prizes.

The prize is guaranteed to be awarded but must be claimed within 10 days of being notified. If the prize is not claimed by that time it shall be awarded to another winner chosen in the same manner. PRIZE INCLUDES ALL SHIPPING AND HANDLING CHARGES, AS WELL AS THE BIKE BUILDING FEE FOR THE WINNER OF A TREK BICYCLE. ALL FEDERAL, STATE AND/OR LOCAL TAXES ARE THE RESPONSIBILITY OF THE WINNER. The Sponsor is not responsible for any entries that are late, lost, or stolen, due to any reason whatsoever. One prize per person.

Use of Personal Information.

Sponsor, its subsidiaries, and business partners may use the personal information (name, address, email) provided by you during the entry process to contact you to promote their products and services. You may opt-out at any time by unsubscribing to promotional emails or by sending a written request to be deleted from this mailing list to: Trek Bicycle, Removal from Mailing List, Attention: “Trek Century Challenge on Strava” Trek Bicycle Madison West, 801 West Madison Street, Waterloo, WI 53594.

General Terms.

Your entry in this sweepstakes constitutes your full and unconditional agreement to and acceptance of these rules. Entrants agree that the Sponsor of this giveaway, and their affiliates, subsidiaries, employees, agents or other representatives of any kind shall not be responsible or liable for damages or losses of any kind arising out of or resulting from entry in this giveaway, acceptance or use of a prize, or any other matter related to this giveaway, including, without limitation, claims based on property damage, personal injury and/or death, publicity rights, defamation or invasion of privacy. All decisions related to, as well as all interpretation of, these rules by Sponsor will be final.